

DEC -6 1924

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ARGENTINE LOVE

Photoplay in 6 reels

From the story by Vicente Blasco Ibanez

*Screened by Allan Dwan*  
Author of the photoplay (under s  
Famous Players Lasky Corporation



# PRESS

Adolph Zukor and Jesse L. Lasky present  
An ALLAN DWAN production  
**"ARGENTINE LOVE"**  
With BEBE DANIELS  
and RICARDO CORTES  
From the story by Vicente Blasco Ibanez  
Adapted for the screen by John Russell  
Scenario by Gerald Duffy  
A Paramount Picture

PURPOSE: To Help You Sell the Picture to

## "ARGENTINE LOVE", PRODUCED GREAT LOVE DRAMA BY THE

### FILM FACTS

tez. Miss Daniels made her debut as a full-fledged Paramount star in "Dangerous Money." After "The City That Never Sleeps" and "Feet of Clay," Cortez is a prime favorite with the fans.

#### Producer

Allan Dwan, who made "Robin Hood" and the Gloria Swanson successes, "Manhandled," "Her Love Story" and "Wages of Virtue," all three Famous Forty-Paramount productions. And if you've played them, you know what to expect in "Argentine Love."

#### Author

Vicente Blasco Ibanez. "Argentine Love" is an original story for the screen. John Russell made the adaptation.

#### Scenarist

Gerald Duffy, who has made a habit of writing successful screen plays.

#### Cameraman

Roy Hunt. There are any number of genuine photographic surprises in this production.

#### Support

James Rennie, Mario Majeroni, Russ Whital, Alice Chapin, Julia Hurley, Mark Gonzales, Aurelio



Ricardo Cortez in the  
Paramount Picture  
**"Argentine Love"**  
Production Mat IPA

### All Star Cast in "Argentine Love"

Bebe Daniels, Ricardo Cortez  
Featured in New Paramount

**A** CAST in keeping with the bigness of the story appears in the new Allan Dwan production for Paramount, "Argentine Love," which comes to the

Bebe Daniels, Ricardo Cortez  
in Famous Forty-Paramount  
by Vicente Blasco Ibanez

An Original Screen Story of the  
Story Rich in Color, a Flashing  
table Production by the Author  
Four Horsemen", Produced  
Director of "Robin Hood"

**W**E know of no great writer whose works have been so successful on the screen as Vicente Blasco Ibanez. "Blood and Sand," "Enemies of Women"—every one made into an even greater motion picture.

Here the master-novelist is on his own ground, directly for the screen. To his natural genius as a special study of American motion pictures in all the past, the result of it is "Argentine Love," one of the most highly most dynamic writer of the day.

"Argentine Love," produced by Allan Dwan, with Gloria Swanson money-makers; has for its background customs of Old Spain contrasted with modern ideas and It is a South American story in which Dwan has fair "Robin Hood" in the handling of romance, set in gorgeous surroundings.

Coccia.

#### Type of Story

Fine action love-drama of the Argentine, brightened with touches of real comedy. Bebe has the role of a young Spanish girl who takes her heart in her own hands, despite traditions, and gives it to a young American engineer while her Spanish lover fights desperately to win her.

#### Box-Office Value

An Allan Dwan production of an Ibanez story, with Bebe Daniels and Ricardo Cortez featured in the principal roles and with James Rennie heading an all-star cast of players in support!—It's not every day you can offer such an attraction to your patrons. An Ibanez story alone is a great attraction, but with such a director and such a cast! You just know it will make money!

#### The High Spots

The tango by Bebe and Cortez is a fine scene. And Bebe's gowns! Never has she appeared to better advantage on the screen than in "Argentine Love."

The fiesta in town is a great sequence—costumes, streamers, confetti, Bebe's reaction to the

Theatre next..... The story is an original for the screen by Vicente Blasco Ibanez, adapted by John Russell. Gerald Duffy prepared the scenario.

Bebe Daniels and Ricardo Cortez are featured in the principal roles of the production which is laid in the Argentine. Miss Daniels is now a star in her own right for Paramount while Cortez's rise from the ranks of screen players within the past few months has been little short of phenomenal.

James Rennie appears in support at the head of a strong cast which includes, among other big names, Mario Majeroni, Russ Whital, Alice Chapin, Aurelio Coccia, Julia Hurley and Mark Gonzales.

"Argentine Love" tells of a beautiful Spanish girl, educated in the United States, who returns home to find her parents in, to say the least, straitened financial circumstances.

She learns that everything she had, everything she now owns was paid for by one Juan Martin, wealthy young grape-grower, played by Cortez. In return for the favor, Martin demands the

the author had an entire theme of which he is admittedly no question that "Argentine Love" will not only duplicate all his successes to date.

**I**N Consuelo and her lover, Ibanez has drawn two of the most vigorous portraits and in keeping with the Spanish and Allan Dwan has selected a true-to-type cast of players.

Black-haired, brown-eyed Bebe Daniels is admirable in the role of a beautiful daughter of the Argentine, spirit of today in conflict with the old, inflexible tradition of civilization, loved by two handsome hot-blooded young cavaliers. In the role of a beautiful daughter of the Argentine, spirit of today in conflict with the old, inflexible tradition of civilization, loved by two handsome hot-blooded young cavaliers, she had a role entirely different from anything ever seen her.

Ricardo Cortez, a Latin himself, has within the past few months taken his position in the foremost ranks of the screen's younger leading men. He can do more than just look pretty in pictures.

James Rennie has an important role in support of the principal cast are equally well known. The picture was adapted for the screen by Gerald Duffy wrote the scenario.

"Argentine Love" is a story of universal appeal, one with teeming with romantic action—a modern story with a happy ending you're sure to look back on as one of the classiest little programmes ever had the pleasure of running.

*It's one of Paramount's Famous Forty!*



# PARAMOUNT

# SHEET

Adolph Zukor and Jesse L. Lasky present  
An ALLAN DWAN production  
**'ARGENTINE LOVE'**  
With BEBE DANIELS  
and RICARDO CORTÉZ  
From the story by Vicente Blasco Ibañez  
Adapted for the screen by John Russell  
Scenario by Gerald Duffy  
A Paramount Picture

USE: To Help You Sell the Picture to the Public.

## PRODUCED BY ALLAN DWAN, A BY THE MASTER OF ROMANCE

Bebe Daniels, Ricardo Cortez Featured  
Forty Famous Picture  
Vicente Blasco Ibañez

Screen Story of the Argentine—a  
in Color, a Flashing, Unforget-  
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Bebe Daniels  
in the Paramount Picture  
'Argentine Love'  
Production Mat 1PB

### PUTTING IT OVER RIGHT

"Argentine Love"—Here's a picture that combines the high spots of "The Four Horsemen" and "Blood and Sand!"

Decorate your entire lobby front in the colors and flags of the Argentine Republic. This in itself is bound to arouse considerable curiosity.

Special Argentine nights—Argentine musical numbers, free admission to anyone bringing proof that they have been to the Argentine, as special guests, representatives of the Republic and anyone born there. Argentine dances, etc., etc.

Tie up with clubs and dance halls for a special Argentine night, with prizes for the best tango dancers.

Put out a booklet, "Interesting facts about Argentine," really containing interesting facts, besides the picture exploitation—something the fans will be glad to take and keep.

Teasers along this line: "You've heard of Mother Love, Puppy Love, Brotherly Love, but what is ARGENTINE LOVE?"

Argentine window displays. Local dealers will be more than glad of the opportunity to get hold of some of the stills on the production of Miss Daniels in her charming Spanish costumes, shawls, fans, etc.

And Cortez is admittedly one of the best dressers among the screen's young leading men. Obvious tie-ups here with men's haberdashers, etc.

Have the restaurants feature Argentine music during ARGENTINE LOVE WEEK, with accompanying tie-up printed matter.

Although "Argentine Love" was written especially for the screen by Ibañez, there is a book tie-up here. Have local dealers make a window display of the author's other masterpieces, "The Four Horsemen," "Blood and Sand," "Enemies of Women"—and they're all best-sellers. A placard could announce the coming of "Argentine Love" by the same author to your theatre.

### "Argentine Love" Coming to Rialto

An Allan Dwan Production of  
Blasco Ibañez Story

ARGENTINE LOVE," an Allan Dwan production for Paramount of the original screen story by Vicente Blasco Ibañez, author of "The Four Horsemen," "Blood and Sand," etc., opens next.....at the.....Theatre. Bebe Daniels and Ricardo Cortez are featured in the cast

which also includes James Rennie, Aurelio Coccia, Julia Hurley and others.

The story is a colorful romance of the Argentine—of two fellows, one a wealthy Spaniard, the other an American engineer, both in love with the same girl. Cortez, of course, is the fighting Spanish lover, James Rennie the engineer and Miss Daniels the altogether charming Senorita Consuelo Garcia.

"Argentine Love" is one of the finest love dramas by the most popular continental author of today—and, remembering his past performances, you'll say that this picture runs true to form.

It has everything—drama, love interest, comedy, heart-appeal and a little novelty all its very own thrown in for good measure.

This one is sure to please!





## Producer

Allan Dwan, who made "Robin Hood" and the Gloria Swanson successes, "Manhandled," "Her Love Story" and "Wages of Virtue," all three Famous Forty-Paramount productions. And if you've played them, you know what to expect in "Argentine Love."

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Coccia

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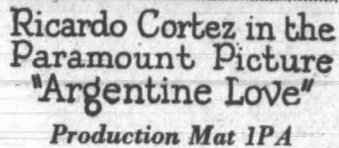
An Allan Dwan production of an Ibanez story, with Bebe Daniels and Ricardo Cortez featured in the principal roles and with James Rennie heading an all-star cast of players in support!—It's not every day you can offer such an attraction to your patrons. An Ibanez story alone is a great attraction, but with such a director and such a cast! You just know it will make money!

The tango by Bebe and Cortez is a fine scene. And Bebe's gowns! Never has she appeared to better advantage on the screen than in "Argentine Love."

The fiesta in town is a great sequence—costumes, streamers, confetti, Bebe's reaction to the news that her education in the States and everything she owns has been

in marriage.

Colorful cafe episodes. Balcony scenes—Bebe serenaded, etc.



## Bebe Daniels, Ricardo Cortez Featured in New Paramount

**A** CAST in keeping with the bigness of the story appears in the new Allan Dwan production for Paramount, "Argentine Love", which comes to the

Theatre next..... The story is an original for the screen by Vicente Blasco Ibanez, adapted by John Russell. Gerald Duffy prepared the scenario.

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James Rennie appears in support at the head of a strong cast which includes, among other big names, Mario Majeroni, Russ Whital, Alice Chapin, Aurelio Coccia, Julia Hurley and Mark Gonzales.

"Argentine Love" tells of a beautiful Spanish girl, educated in the United States, who returns home to find her parents in, to say the least, straitened financial circumstances.

She learns that everything she had, everything she now owns was paid for by one Juan Martin, wealthy young grape-grower, played by Cortez. In return for the favor, Martin demands the girl's hand in marriage.

Bebe, in open defiance of all the old Spanish customs and traditions, puts her foot down on the thing right then and there. She had become engaged to an American engineer while away at school and — but that's another story again.

## PARAMOUNT THEATRE

.....192.....

Dear Miss Soandso,

If you'd like to see Bebe Daniels dance the real Argentine tango with handsome Ricardo Cortez, once the king of ballroom dancers and now a fast rising young motion picture star—

If you'd like to see lovely Bebe as a high-flying Spanish senorita in a story written especially for her by Blasco Ibanez, author of "The Four Horsemen"—

If you'd like to see Bebe and her lovers in high-powered scenes of unrestrained romantic ardor—

If you'd like to thrill at a love story of the Argentine that hasn't a dull second, that riots in flamingly colored settings, that moves with the speed and smoothness of a Rolls-Royce and is teeming with entertainment—

Then by all means see "Argentine Love," produced by Allan Dwan, who made "Manhandled," coming to this theatre next . . . . .

Sincerely yours,

**. Manager.**

WE know of no great writer whose works have been made into an even greater motion picture. Full on the screen as Vicente Blasco Ibanez "Blood and Sand," "Enemies of Women"—every one of his novels has been made into a motion picture.

Here the master-novelist is on his own ground directly for the screen. To his natural genius as a special study of American motion pictures in all the the result of it is "Argentine Love," one of the most most dynamic writer of the day.

"Argentine Love," produced by Allan Dwan, Gloria Swanson money-makers; has for its background customs of Old Spain contrasted with modern ideas. It is a South American story in which Dwan has followed "Hood" in the handling of "romance, set in gorgeous surroundings." The author had an entire theme of which he is admittedly no question that "Argentine Love" will not only equal all his successes to date.

**I**N Consuelo and her lover, Ibanez has drawn vigorous portraits and in keeping with the spirit of this Allan Dwan has selected a true-to-type cast of players

Black-haired, brown-eyed Bebe Daniels is ad In the role of a beautiful daughter of the Argentin spirit of today in conflict with the old, inflexible tra civilization, loved by two handsome hot-blooded youl ful city, she had a role entirely different from anythi ever seen her.

Ricardo Cortez, a Latin himself, has within the past few years moved from a minor position in the foremost ranks of the screen's younger leading men to a position where he can do more than just look pretty in pictures.

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"Argentine Love" is a story of universal appeal, one teeming with romantic action—a modern story with a heart you're sure to look back on as one of the classiest little programs I ever had the pleasure of running.

*It's one of Paramount's Famous Forty!*

**JULIAN**—a healthy and powerful owner of vine in the Argentine, in return for financial assistance to Emanuel Garcia, mayor of the little old-world town of Alcorta, has been promised this executive's daughter's hand in marriage.

The girl, Consuelo, has just returned from the States following the completion of her education. In addition to absorbing modern ideas of independence while at school, the girl has become engaged to Philip Sears, an American engineer, who also arrives in the Argentine on the same boat, where he is to do construction work. The girl's aunt tries to break off the engagement, only to have Consuelo come out bluntly that she loves only Sears.

Juan Martin comes to claim his bride. The family points out that her education and even the clothes on her back have been paid for by him. Consuelo is furious, vows to take nothing more from Martin and leaves her protesting elders to live with La Mosca, her nurse, in a deserted hacienda that was once her father's old home. Martin sends a spy, Pedro, to watch the movements of the girl.

Consuelo Garcia,	Bela Daniels
Juan Martin.. Ricard	Jo Cortez
Philip Sears... Jame	s Rennie
Senator Cornejo,	
Mario	Majeroni
Emanuel Garcia. Ru	ss Whital
Mme. Garcia... Alic	e Chapin
La Mosca..... Juli	a Hurley
Rafael Cornejo,	
Mark	Gonzales
Pedro..... Aure	lio Coccia

On the night of a great fiesta in town, Consuelo is induced to dance the tango with Juan Martin. She attracts the attention of Raphael, an ardent young Argentinian. In defiance of her father, the girl encourages him. A quarrel between the two men and Raphael is killed. The people vent their antagonism on Consuelo, whom they regard as the cause of the tragedy.

Following the murder, Senato Cornejo, father of the victim, and several high officials come to Acorcorta to enforce justice. They find the townspeople and the Jesuits



Color, a Flashing, Unforget-  
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s, Famous Forty!

## IN BRIEF AND CAST

(Consuelo's uncle) reluctant to  
prosecute the powerful Martin. A

**Consuelo Garcia,** Bebe Daniels  
**Juan Martin...** Ricardo Cortez  
**Philip Sears...** James Rennie  
**Senator Cornejo,** Mario  
**Emanuel Garcia...** Majeroni  
**Mme. Garcia...** Alice Whital  
**La Mosca...** Julie Chapin  
**Rafael Cornejo,** Julia Hurley  
**Pedro...** Aurelio Coccia

On the night of a great fiesta in town, Consuelo is induced to dance the tango with Juan Martin. She attracts the attention of Raphael, an ardent young Argentinian. In defiance of her father, she encourages him. There is a quarrel between the two men and Raphael is killed. The townspeople vent their antagonism on Consuelo, whom they regard as the cause of the tragedy.  
Following the murder, Senator Cornejo, father of the victim, and several high officials come to Al-corta to enforce justice. They find the townspeople and the Jefe

Senator and the people against her. The crowd attacks her, tie her to a cart and flog her. Philip arrives in time to save her from the mob.

Later, when she has recovered, Consuelo is about to tell Philip of her love when Martin appears. Fearing for Philip's life, she falsely confesses love for the other, who is now a fugitive from justice. He commands the girl to prepare to escape with him.

Believing he has lost Consuelo, Philip tries to save her and Martin from the police by exchanging clothes with Martin. Martin and the girl escape on horseback, but at the home of the justice of the peace, Consuelo refuses to go through with the marriage ceremony, confessing her love for Philip. Martin leaves for the hacienda. The girl follows.

Not to be outdone in honor and sacrifice by Sears, Martin surrenders to the authorities. However, the vindictive Senator shoots Martin who, with a final gesture, wishes happiness to Philip and Consuelo.

Bebe Daniels  
in the Paramount Picture  
"Argentine Love"

Production Mat 1PB

## "Argentine Love" Coming to Rialto

An Allan Dwan Production of  
Blasco Ibanez Story

ARGENTINE LOVE," an Allan Dwan production for Paramount of the original screen story by Vicente Blasco Ibanez, author of "The Four Horsemen," "Blood and Sand," etc., opens next..... at the..... Theatre. Bebe Daniels and Ricardo Cortez are featured in the cast

which also includes James Rennie, Aurelio Coccia, Julia Hurley and others.

The story is a colorful romance of the Argentine—of two fellows, one a wealthy Spaniard, the other an American engineer, both in love with the same girl. Cortez, of course, is the fighting Spanish lover, James Rennie the engineer and Miss Daniels the altogether charming Senorita Consuelo Garcia.

"Argentine Love" is one of the finest love dramas by the most popular continental author of today—and, remembering his past performances, you'll say that this picture runs true to form.

It has everything—drama, love interest, comedy, heart-appeal and a little novelty all its very own thrown in for good measure.

This one is sure to please!



**Argentine Love**  
AN ALLAN DWAN PRODUCTION

AN enthralling romance-thriller of the Argentine, by Vicente Blasco Ibanez.

One-column Press Ad 1A

Decorate your entire lobby front in the colors and flags of the Argentine Republic. This in itself is bound to arouse considerable curiosity.

Special Argentine nights—Argentine musical numbers, free admission to anyone bringing proof that they have been to the Argentine, as special guests, representatives of the Republic and anyone born there. Argentine dances, etc., etc.

Tie up with clubs and dance halls for a special Argentine night, with prizes for the best tango dancers.

Put out a booklet, "Interesting facts about Argentine," really containing interesting facts, besides the picture exploitation—something the fans will be glad to take and keep.

Teasers along this line: "You've heard of Mother Love, Puppy Love, Brotherly Love, but what is ARGENTINE LOVE?"

Argentine window displays. Local dealers will be more than glad of the opportunity to get hold of some of the stills on the production of Miss Daniels in her charming Spanish costumes, shawls, fans, etc.

And Cortez is admittedly one of the best dressers among the screen's young leading men. Obvious tie-ups here with men's haberdashers, etc.

Have the restaurants feature Argentine music during ARGENTINE LOVE WEEK, with accompanying tie-up printed matter.

Although "Argentine Love" was written especially for the screen by Ibanez, there is a book tie-up here. Have local dealers make a window display of the author's other masterpieces, "The Four Horsemen," "Blood and Sand," "Enemies of Women"—and they're all best-sellers. A placard could announce the coming of "Argentine Love" by the same author to your theatre.

If you run a prologue, the tango is the logical scene to be played up. It'll put your patrons right into the spirit of the production.

The herald on this picture is a colored postcard reproduction of the twenty-four sheet. Here's a chance to make use of your mailing list, or have them dropped in your patrons' letter boxes.

Get school children to draw maps of South America, showing exact location of the Argentine. Have them make Argentine flags; offer prizes and use the flags for theatre decorations.

Ushers, doorman and others in Spanish costume.

Cut-outs from the posters prepared on "Argentine Love." Here's a simple yet nevertheless effective way of putting the picture over—and putting it over right. It's surprising some of the effects that can be obtained—silhouettes, framed, pasted on compo board, etc.

Don't forget, Ibanez wrote "Argentine Love" and his stories have yet to know a failure on the screen.





# Allan Dwan's "Argentine Love", with Bebe Daniels PRESS ADS WITH REAL BOARDS

Your exchange has mats of all the ads and production scenes; also cuts of one and two column press ads.

An  
**ALLAN DWAN**  
PRODUCTION  
**BEBE DANIELS**  
WITH **RICARDO CORTEZ**

PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

a  
Paramount  
Picture

**R**omeo in love—a dashing young Spaniard and a dashing American. Fighting for the heart of a bewitching Spanish beauty. That's the situation Ibanez builds to a triumph greater even than "The Four Horsemen."

# Argentine Love

Four-column Newspaper Advertisement 4A

a  
Paramount  
Picture



ADOLPH ZUKOR & JESSE L. LASKY PRESENT  
**Argentine Love**  
An  
**ALLAN DWAN**  
PRODUCTION  
WITH **BEBE DANIELS**  
**RICARDO CORTEZ**

From the story by  
Vicente Blasco Ibanez  
Adapted for the screen  
by John Russell—  
Scenario by  
Gerald Duffy

**A** FASCINATING tale of the love-and-tango land, by the author of "The Four Horsemen" and "Blood and Sand."

## OTHER FEATURES

Two-column Supplementary Press Ad 2AS

## Ad or Program Paragraphs

The story of a modern Spaniard and a dashing American sweetheart and stirred by the fire of her scheming Spanish lover.

A romance-thriller flaming with the color and tempestuous love of the Argentine.

Bebe Daniels as a tantalizing beauty who picked an American sweetheart and stirred by the fire of her scheming Spanish lover.

A thrilling love-tale of the Argentine, told as only Ibanez, master of romance, knows how.

When a Spanish belle shatters old world tradition to marry an American—look out! See "Argentine Love."

Vicente Blasco Ibanez's greatest romance produced in a gorgeous, colorful setting.



# Love", with Bebe Daniels and Ricardo Cortez REAL BOX-OFFICE APPEAL

on scenes; also cuts of one and two-column ads, and supplementaries. Price List, Page 4.



PRESENTED BY  
ADOLPH ZUKOR  
JESSE L. LASKY

a  
Paramount  
Picture

Adolph Zukor &  
Jesse L. Lasky  
present

a  
Paramount  
Picture

## "Argentine Love"

WITH  
BEBE DANIELS

RICARDO CORTÉZ

A TALE of warm tango nights, of Spanish beauties and jealous lovers, of treachery, conflict, unending thrills. Here is a picture of rare fascination. Written directly for the screen by the master-author, Ibanez.



AN  
ALLAN DWAN  
PRODUCTION

Three-column Newspaper Advertisement 3A

### Paragraphs

beauty who picked an  
fire of her scheming

the color and tem-  
flaming with  
Argentine.

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tantalizing  
red, lover—yo

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of the Arg  
ce, knows how

world tradition to  
Argentine Love."

romance produced in  
ez's greatest ro  
setting.

### HERALD

The herald on "Argentine Love" is a post-card size reproduction of the smashing 24-sheet. Stunningly colored and printed on high-grade stock. Other side left blank for address, theatre name, etc. Only \$3.00 per 1,000. Samples at exchanges.

MOTHER LOVE  
PUPPY LOVE  
CAVEMAN LOVE  
THIRTY LOVE

—and  
ARGENTINE  
LOVE

Teaser Type Ad

AN original screen story from the  
magic pen of Ibanez! A treat  
not to be missed!



TRAILER



# Argentine Love

Four-column Newspaper Advertisement 4A

A  
Paramount  
Picture



ADOLPH ZUKOR & JESSE L. LASKY PRESENT

## Argentine Love

AN  
ALLAN DWAN  
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RICARDO CORTEZ

From the story by  
Vicente Blasco Ibanez  
Adapted for the screen  
by John Russell—  
Scenario by  
Gerald Duffy

A FASCINATING  
tale of the love-and-  
tango land, by the author  
of "The Four Horsemen"  
and "Blood and Sand."

## OTHER FEATURES

Two-column Supplementary Press Ad 2AS



ADOLPH ZUKOR &  
JESSE L. LASKY  
PRESENT  
"Argentine Love"  
WITH  
BEBE DANIELS  
RICARDO CORTEZ  
AN  
ALLAN DWAN  
PRODUCTION  
A Paramount Picture

IBANEZ stories make marvelous  
pictures. You've only to re-  
member "The Four Horsemen"  
and "Blood and Sand" to know  
that. Now think of Ibanez writ-  
ing an *original* screen drama and  
the director of "Robin Hood"  
filming it! That's "Argentine  
Love."

REST  
OF  
BILL

From the story by Vicente Blasco Ibanez - - Adapted for  
the screen by John Russell - - - Scenario by Gerald Duffy

## THEATRE NAME

Two-column Supplementary Press Ad 2ASX

## Ad or Program Paragraphs

The story of a modern Span beauty who picked an  
American sweetheart and stirred the fire of her scheming  
Spanish lover.

A romance-thriller flaming with the color and tem-  
pestuous love of the Argentine.

Bebe Daniels as a tantalizing enorita and Ricardo  
Cortez as her hot-tempered lover—you'll love them both in  
"Argentine Love."

A thrilling love-tale of the Argentine, told as only  
Ibanez, master of romance, knows how.

When a Spanish belle shatters old world tradition to  
marry an American—look out! See "Argentine Love."

Vicente Blasco Ibanez's greatest romance produced in  
in a gorgeous, colorful setting.

If you liked "The Four Horsemen" and "Enemies of  
Women," you'll love "Argentine Love" by the same writer.

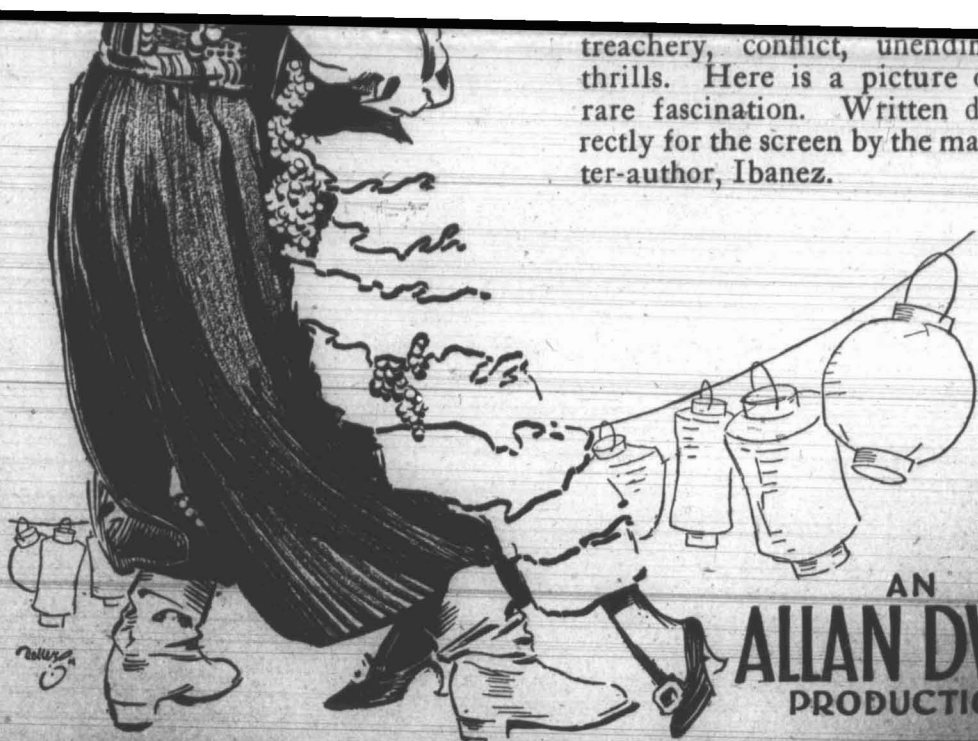
See other  
prod. scenes  
on page 1.



Bebe Daniels and Ricardo Cortez in the Para-  
mount Picture "Argentine Love" An Allan Dwan Production

Two-column Production Mat 2p





treachery, conflict, unending thrills. Here is a picture of rare fascination. Written directly for the screen by the master-author, Ibanez.

AN  
**ALLAN DWAN**  
PRODUCTION

Three-column Newspaper Advertisement 3A

## Paragraphs

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's greatest romance produced in  
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ur Horsemen" and "Enemies of  
Argentine Love" by the same writer.

## HERALD

The herald on "Ar-  
gentine Love" is a post-  
card size reproduction  
of the smashing 24-sheet.  
Stunningly colored and  
printed on high-grade  
stock. Other side left  
blank for address, the-  
atre name, etc. Only  
\$3.00 per 1,000. Sam-  
ples at exchanges.

MOTHER LOVE  
PUPPY LOVE  
CAVEMAN LOVE  
THIRTY LOVE

—and  
**ARGENTINE  
LOVE**

Teaser Type Ad

A N original screen story from the  
magic pen of Ibanez! A treat  
not to be missed!



ADOLPH ZUKOR  
& JESSE L. LASKY  
PRESENT  
An  
**ALLAN DWAN**  
PRODUCTION

**"Argentine  
Love"**  
with **BEBE DANIELS**  
**RICARDO CORTEZ**



## TRAILER

You can get an excel-  
lent trailer on  
"Argentine Love."

This is 75 feet long  
and costs \$5 during the  
first 4 months after re-  
lease date. Refund of  
\$1.50 if returned with-  
in two weeks.

After first 4 months  
cost is \$2.50. Refund  
of \$1.00 if returned  
within two weeks of  
shipment.

Ask your booker or  
order direct from Na-  
tional Screen Service,  
Inc. See Price List,  
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do Cortez in the Paramount Picture  
An Allan Dwan Production

mn Production Mat 2P

Two-column Press Advertisement 2A





# Allan Dwan's "Argentine Love", with Bebe GET THE PAPERS TO PRINT

Clip the stuff you want on this page and send it to the editors. Additional pr

## 'ARGENTINE LOVE' AT THE RIALTO

Bebe Daniels, Ricardo Cortez in Paramount Film

(Synopsis Story)

**T**HE newest romance by Vicente Blasco Ibanez, "Argentine Love," a Paramount picture produced by Allan Dwan with Bebe Daniels and Ricardo Cortez featured in the principal roles, comes to the Theatre next..... to remain..... days.

Daniels is cast in the role of Consuelo Garcia, a young Spanish girl who flouts all the old, time-worn customs and traditions of her race and manages the affairs of her heart to suit herself.

It is the custom in the Argentine for the parents to do all the picking of a life mate. But not so for Consuelo. She has been to the United States, absorbed a new world polish and acquired, among other things, a fiancé—a young American engineer who accompanies her to the Argentine where his work brings him.

Needless to say, the girl's parents are furious—and when Juan Martin, the financial king of the little town of Alcorta, comes to claim his bride, there is the very dickens to pay. Consuelo simply will have none of him and tells him so. Martin claims her as his own and vows that no one else will ever have her.

Consuelo's parents, who have been having quite a hard time of it financially, point out to the girl that her education, everything was paid for by Juan Martin. She owes much to him. But even this fails to change the girl. She leaves the house in a huff and goes with a faithful old nurse to live in a deserted hacienda that had once been her father's home.

Martin has her every move reported to him and he kills a man in a fit of jealous rage over Consuelo. He is a fugitive from justice though the townspeople place the entire blame for the affair on Consuelo. They flog her in the public square. Philip Sears, the American engineer, arrives just in time to save her from the mob. The scenes that follow—where Martin gets all that is coming to him and Sears and the girl are united—bring the production to a fitting climax.

Allan Dwan has made a most interesting picture in "Argentine Love," a picture that is sure to please everyone.

Cortez, of course, has the role of the hot-blooded Spanish lover. James Rennie, heading a strong supporting cast, is Philip Sears. Others include Mario Majeroni, Aurelio Coccia, Russ Whital, Alice Chapin, Julia Hurley and Mark Gonzales.

John Russell adapted the story to the screen.

## Ibanez Stories All Big Hits in Picture Form

Few authors' works have been so consistently successful as those of Vicente Blasco Ibanez, Spain's foremost novelist.

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And now Ibanez has written a story especially for the screen!

## Bebe Daniels Mobbed by Crowd in the Argentine—for Movies

Featured with Ricardo Cortez in Allan Dwan-Paramount Production, "Argentine Love," by Blasco Ibanez

**B**EBE DANIELS knows now what it feels like to be captured and roughly handled by a mob, and she doesn't like it.

In her latest Paramount picture, "Argentine Love," made under Allan Dwan's direction, Miss Daniels is set upon by an infuriated mob, led and incited by a jealous rival and the father of a boy who had been killed in a quarrel over Bebe's love.

The scenes depicting the rising fury of the angry, threatening mob were rehearsed thoroughly during an entire morning, until the actor an actual grievance against Miss I

...the danger of... hunger, they began to warm to their jobs and handled the little star with effective violence. She was rushed off her feet repeatedly, her arms were bruised and scratched, her clothes gradually gave way under the onslaught and she was altogether in a sorry state.

However, the action reaches its climax in a scene where she is dragged through the town square, tied to a cart and flogged, this being a form of punishment meted out, according to an old Spanish custom. There was sufficient realism put into this episode to please even the exacting Allan Dwan.

An index of Miss Daniels' battle scars when the scenes were completed, included rope-burned wrists, welts on her back, and a miscellaneous collection of black and blue marks, scratches and bruises. Her costume was a total wreck.

—and yet they say the life of a movie star is the biggest cinch ever. Just let Bebe hear you say that!

"Argentine Love," adapted for the screen by John Russell from the original story by Vicente Blasco Ibanez, opens a..... days' run next..... at the..... Theatre. It includes in a very capable cast James Rennie, Mario Majeroni, Aurelio Coccia, Russ Whital, Alice Chapin, Julia Hurley and Mark Gonzales. Gerald Duffy wrote the scenario.

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Bebe Daniels and Ricardo Cortez, featured in the principal roles of the Allan Dwan production of "Argentine Love" for Paramount, treat fans to one of the finest exhibitions of the Argentine tango as it is really danced by the Argentinians ever shown on the screen.

The picture, adapted from the original screen story by Vicente Blasco Ibanez, Spain's foremost writer of high-powered romances, is, as the title indicates, one of South America. Bebe is cast in the role of a beautiful young Spanish girl loved by two men—an American engineer, played by James Rennie, and the ardent Juan Martin, a big financial power in the little old-world town of Alcorta.

On the night of a native fiesta, when all the town is in gay attire and high spirits, Consuelo (Miss Daniels) is persuaded to dance with Martin in the public square. The dance is one of the many high spots in a colorful production.

"Argentine Love," coming to the..... Theatre on..... next for a run of ..... days, is a big special production by the man who made "Robin Hood" and many of the big Paramount hits starring Gloria Swanson. It's a story of a young Spanish girl who defies every tradition that she might marry the man of her own choice.

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## Two Pictures at the Same Time Keep Ricardo Cortez, Featured in "Argentine Love," Always on the Go

Playing in two pictures simultaneously, Allan Dwan's production of Vicente Blasco Ibanez's original screen story, "Argentine Love," and Dimitri Buchowetzki's "The Swan," made Ricardo Cortez one of the busiest young men in the Paramount Long Island studio recently.

Cortez appears in a featured role with Bebe Daniels in "Argentine Love" and is also featured with Adolphe Menjou and Frances Howard, Paramount's new star discovery, in the screen version of the phenomenally successful New York stage play Franz Molnar.

Immediately upon the completion of Cecil B. DeMille's "Feet of Clay" on the West coast, Cortez grabbed a train east for his role in "Argentine Love," which will be the feature at the..... Theatre next..... to remain for..... days.

Just another proof that a movie actor's life is anything but a bed of roses.

Watch for the announcement of the opening of "The Swan" at the.....

## Press Reviews

(Review No. 1)

**A**RGENTINE LOVE," an Allan Dwan production for Paramount with Bebe Daniels and Ricardo Cortez featured, is the feature this week at the..... Theatre.

The story is a screen original by Vicente Blasco Ibanez, adapted for the screen by John Russell. It opens in the Argentine where pretty Consuelo Garcia (Miss Daniels) has just returned after attending school in the States to find that..... according to all revered Spanish customs and.....

lthy young Juan Ma return for financial assista girl's parents, has asked for her han in marriage.

Consuelo's parents explain that was Martin's money that paid for he education, Martin's money that pai for everything she owns. Now sh must do her share. But the gh renegs, confessing love for an Amer ican engineer whose work brough him to South America on the sam boat which carried her home.

Here's the situation—two men i love with the same girl, both deter mined to have her. What happens?

How Dwan does handle the situ ation!

There is drama in "Argentine Love," heart-interest, big scenes and what-not. For real, genuine enter tainment qualities it has anything Ibanez has ever done before backed off the boards.

James Rennie plays the role of Philip Sears, the young American engineer. Mario Majeroni and Aurelio Coccia have prominent roles in the supporting cast which includes, among other big names, Russ Whital, Alice Chapin, Julia Hurley and Mark Gonzales.

Gerald Duffy wrote the scenario and the photography was handled by J. Roy Hunt.

(Review No. 2)

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Miss Daniels has the role of a beautiful Spanish senorita who flouts all the old traditions of her race to marry a young American while her Spanish lover fights desperately to win her.

Ricardo Cortez, as the wealthy Argentinian, Juan Martin, gives the finest portrayal of his yet young screen career. James Rennie, heading the cast playing in support, is Philip Sears, the American engineer whose work brings him to the Argentine.

For romance in a colorful setting, "Argentine Love" stands alone on the screen. Written by the author of "The Four Horsemen," "Blood and Sand," "Enemies of Women," etc., and directed by the man who made "Robin Hood," "Manhandled" and others, it is most delightful film fare. There is love-interest for the flapper, genuine appeal for the older folks and rapid-fire action for the youngsters.

"Argentine Love," adapted for the screen by John Russell, is a truly modern story of an old-world civilization with a happy ending. Mario Majeroni, Aurelio Coccia, Mark Gonzales and others just as well known appear in support.

Here's another Dwan triumph!

(Review No. 3)

The Vicente Blasco Ibanez story, "Argentine Love," produced for Paramount by Allan Dwan with Bebe



# Bebe Daniels and Ricardo Cortez TO PRINT THESE STORIES

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## Press Reviews

(Review No. 1)

**ARGENTINE LOVE** is an Allan Dwan production featuring Bebe Daniels and Ricardo Cortez. The story is a screen adaptation of the original by Vicente Blasco Ibanez. It opens in the Argentine where a young girl, Consuelo, has just returned after attending to the States to find that her father, Juan Martin, has returned for financial assistance to the girl's parents, has asked for her hand in marriage.

Consuelo's parents explain that it was Martin's money that paid for her education, Martin's money that paid for everything she owns. Now she must do her share. But the girl reneges, confessing love for an American engineer whose work brought him to South America on the same boat which carried her home.

Here's the situation—two men in love with the same girl, both determined to have her. What happens? How Dwan does handle the situation!

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The Vicente Blasco Ibanez story, "Argentine Love," produced for Paramount

## "Argentine Love" a Colorful Spanish Romance by Ibanez

Allan Dwan-Famous Forty-Paramount Production Which the Author Wrote Especially for the Screen

**ARGENTINE LOVE**, an original screen story by Vicente Blasco Ibanez and featuring Bebe Daniels and Ricardo Cortez in the leading roles, comes to the Theatre on..... next to remain..... days.

This is a big special de-luxe production, adapted for the screen by John Russell. The picture has for its background the colorful, ancient customs and traditions of old Spain. Yet it is an ultra-modern screen

dealing with the Spanish atmosphere of the story, Allan Dwan selected a cast of players that represents Spain in ancestry or by association. Black-haired and brown-eyed Bebe Daniels, whose grandmother is a South American, is admirably suited to her part. Ricardo Cortez, also known for his Latin characterizations, has the leading role opposite Miss Daniels. In the supporting cast are such well-known Latin players as Mario Majeroni and Mark Gonzales. Even the musicians who played on the set to help establish the proper tempo of the actors, were Spanish, and their instruments and music conformed to the general atmosphere of dreamy, leisurely life in the Argentine.

## James Rennie Has Fine Supporting Role in Paramount's "Argentine Love"

James Rennie, last seen in a Paramount picture with Dorothy Dalton in "A Moral Sinner," appears at the head of a strong supporting cast in the Allan Dwan production, "Argentine Love," opening at the..... Theatre next.....

Bebe Daniels and Ricardo Cortez are featured in the production which is a story written especially for the screen by Vicente Blasco Ibanez.

Mr. Rennie, who is considered one of the most popular young leading men, has achieved prominence both in motion pictures and on the legitimate stage. He appeared on Broadway recently, in the success, "The Best People." Among his earlier plays were "Shore Leave" with Frances Starr, and "Moonlight and Honeysuckle."

"Argentine Love" is Mr. Rennie's third Paramount picture. In "His Children's Children" he played opposite Bebe Daniels. Other pictures in which Rennie had leading roles were "Star Dust," "Mighty Lak a Rose" and "The Dust Flower."

Aurelio Coccia, Mario Majeroni, Russ Whital, Alice Chapin, Julia Hurley and others appear in the cast of "Argentine Love."

## Grape Fiesta Big Scene in Allan Dwan Production of "Argentine Love," with Bebe Daniels and Cortez

The magic of motion pictures was never more clearly illustrated than in the grape fiesta scene in "Argentine Love," Allan Dwan's latest Paramount picture in which Bebe Daniels and Ricardo Cortez are the featured players.

Almost over night the market square of Alcorta, a small village in the grape region of the Argentine, sprung up on the rear lot of the big Paramount studio in Long Island. In the center of the plaza a dance floor was built for the dancers to celebrate the grape harvest. Torches, bonfires and fantastic Spanish lights illuminate the scene and an orchestra of native Argentine pieces produced music.

In the center of the celebration is a huge wine vat in which bare-footed dancers crush the juice from the finest grapes of the season. At one side of the general dance floor there is a bar at which the native wine is served free to the revelers. Everywhere is a riot of color and a spirit of joyousness.

Five hundred men and women dance and make merry in this scene. So faithfully is the atmosphere of the Argentine reproduced that it is said one feels transported to South America upon viewing this gala event on the screen.

The interest in this scene is heightened by Miss Daniels and Mr. Cortez, who dance the famous Argentine tango in the midst of scores of other dancers.

"Argentine Love," written directly for the screen by Vicente Blasco Ibanez and adapted by John Russell, is due at the..... Theatre on..... James Rennie, Aurelio Coccia and others appear in support.

## Ricardo Cortez, Featured with Bebe Daniels in "Argentine Love," Most Popular Screen Leading Man

Those who have seen "Argentine Love," Allan Dwan's latest Paramount picture, predict freely that Ricardo Cortez will jump into highest favor with the public by his performance in this picture.

## GREAT CAST IN 'ARGENTINE LOVE'

Allan Dwan Production for Paramount Due Shortly

**AN** Ibanez story with a perfect cast!

"Argentine Love," written directly for motion pictures by the greatest of all Spanish novelists, Vicente Blasco Ibanez, author of "The Four Horsemen," "Blood and Sand," "Enemies of Women," etc., is a picture with a

Everything about the picture is Spanish, and how could one start off better than by the selection of Bebe Daniels and Ricardo Cortez for the principal roles!

Dark-haired, dark-eyed Bebe plays a lovely Spanish senorita, confronted with the old, yet ever-new problem of making a choice between two men—one, played by Cortez, a wealthy young South American who has helped her parents financially and asked her hand in return for the favor; the other a handsome American engineer Bebe, as Consuelo Garcia, meets while at school in the States. James Rennie has this role.

Cortez within the past few months has risen to an enviable position among the screen's younger leading men. His role in "Argentine Love" is one of his own nationality. Rennie, recently seen in the Broadway stage hit, "The Best People," looks every inch the character he portrays. Miss Daniels and Cortez are featured in "Argentine Love," which will be shown next..... at the..... Rennie heads the strong cast playing in support.

Others in prominent roles include Mario Majeroni, last seen with Gloria Swanson in "Her Love Story," Aurelio Coccia, who danced the apache dance with Miss Swanson in "The Humming Bird," Russ Whital, Alice Chapin, Julia Hurley and Mark Gonzales.

The picture was adapted for the screen by John Russell. Gerald Duffy wrote the scenario.

## Directors Use Various Ways of Starting Scenes

Starting a motion picture scene on its way to celluloid form is done in various ways by directors. At the Famous Players eastern studio recently, seven directors were making Paramount pictures, and each one of them started his scenes in a different manner.

Allan Dwan, producer of "Argentine Love," coming to the..... Theatre next..... with Bebe Daniels and Ricardo Cortez featured, snaps out the terse word, "camera" when he is ready for a scene to begin, while Dimitri Buchowetzki, who held the megaphone over the production of "The Swan" shouts: "Gif me music—camera!"

Sidney Olcott, working on a picture version of "Salome of the Tenelements," exhorts his players with: "Give me some action now" and then he merely touches the cameraman on the shoulder when he wants him to start the camera on the scene. "All ready?" quietly asks Paul Sloane, who was directing Richard Dix in "A Man Must Live" and when the players are ready he almost whispers the word "camera" for the start of the scene.

Joseph Henabery, who held the directorial reins for "Tongues of Flame," starring Thomas Meighan, simply says: "All right, camera" when he wants the action to begin. In directing "Dangerous Money," Bebe Daniels' first starring picture, Frank Tuttle started each scene with



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performances alone, this should be one of the most pleasing productions of the current season. And with a cast including James Rennie, Mario Majeroni and other big names one can be sure that "Argentine Love" more than measures up to anything the author has ever done before.

## "Argentine Love" Allan Dwan Famous Forty-Paramount Film

Speaking of fast workers—Allan Dwan is right up on top when it comes to motion picture directors.

"Argentine Love," which opens next..... at the..... Theatre, is his fourth production of Paramount's Famous Forty. The other three were "Manhandled," "Her Love Story" and "Wages of Virtue," all starring Gloria Swanson.

Bebe Daniels and Ricardo Cortez are featured in "Argentine Love," an original screen story by Vicente Blasco Ibanez. James Rennie heads a strong supporting cast which includes Mario Majeroni, Aurelio Coccia, Mark Gonzales, Russ Whitall, Alice Chapin and Julia Hurley.

John Russell adapted the story for the screen. Gerald Duffy wrote the scenario.

Keep an eye out for Dwan's next production, "Madame Sans Gene," starring Miss Swanson. Dwan and his staff went to France to make this picture—Gloria's first costume production.

dragged through the town square, tied to a cart and flogged, this being a form of punishment meted out, according to an old Spanish custom. There was sufficient realism put into this episode to please even the exacting Allan Dwan.

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## Originator of Apache Dance Supports Bebe Daniels and Ricardo Cortez in Paramount's "Argentine Love"

Aurelio Coccia, originator of the Paris Apache dance upon the American stage, has a prominent role in

Ricardo Cortez, featured in the Allan Dwan production, "Argentine Love," for Paramount, coming to the..... theatre on.....

Coccia made his motion picture debut in "The Humming Bird," starring Gloria Swanson. His role in "Argentine Love" is that of a tool in the employ of Ricardo Cortez, playing Juan Martin in the picture. Coccia, as Pedro, is sent to spy on the actions of pretty Consuelo Garcia (Miss Daniels) and report to Martin.

## MR. EDITOR—

Here is something which will interest you:

An important survey, containing information of vital value gathered from the public, was recently completed by the Kinema Theatre, Fresno, California. Questionnaires were filled out by a large number of patrons of the Kinema, a representative house catering to a high-class fan audience. In addition, personal investigators were sent out. They interviewed nearly 1,600 people, representing all classes. The compilation of results was made by Beaumont & Hohman, an advertising agency of Fresno.

Here are the two sections of the survey that apply to you:

DO YOU FOLLOW MOTION PICTURE ITEMS IN PAPERS?  
Yes 98.5%  
No 1.5%

This conclusively shows the reader interest in motion picture news. It is a circulation builder.

DO YOU DISCUSS PICTURES WITH YOUR FRIENDS?  
Yes 97.5%  
No 2.2%

These results should be of utmost importance to newspaper editors because it shows the widespread interest in motion pictures.

tenegs, confessing love to an American engineer whose work brought him to South America on the same boat which carried her home.

Here's the situation—two men in love with the same girl, both determined to have her. What happens?

How Dwan does handle the situation!

There is drama in "Argentine Love," heart-interest, big scenes and what-not. For real, genuine entertainment qualities it has anything Ibanez has ever done before backed off the boards.

James Rennie plays the role of Philip Sears, the young American engineer. Mario Majeroni and Aurelio Coccia have prominent roles in the supporting cast which includes among other big names, Russ Whitall, Alice Chapin, Julia Hurley and Mark Gonzales.

Gerald Duffy wrote the scenario and the photography was handled by J. Roy Hunt.

## (Review No. 2)

Bebe Daniels and Ricardo Cortez are featured in the principal roles of the Paramount picture, "Argentine Love," which opened at the..... Theatre yesterday. It is an Allan Dwan production, written especially for the screen by Vicente Blasco Ibanez.

Miss Daniels has the role of a beautiful Spanish senorita who, about all the old traditions of her race to marry a young American while her Spanish lover fights desperately to win her.

Ricardo Cortez, as the wealthy Argentinian, Juan Martin, gives the finest portrayal of his yet young screen career. James Rennie, heading the cast playing in support, is Philip Sears, the American engineer, whose work brings him to the Argentine.

For romance in a colorful setting, "Argentine Love" stands alone on the screen. Written by the author of "The Four Horsemen," "Blood and Sand," "Enemies of Women," etc. and directed by the man who made "Robin Hood," "Manhandled" and others, it is most delightful film far. There is love-interest for the flapper, genuine appeal for the older folk and rapid-fire action for the youngsters.

"Argentine Love," adapted for the screen by John Russell, is a true modern story of an old-world civilization with a happy ending. Mario Majeroni, Aurelio Coccia, Mark Gonzales and others just as well known appear in support.

Here's another Dwan triumph!

## (Review No. 3)

The Vicente Blasco Ibanez story "Argentine Love," produced for Paramount by Allan Dwan, with Bebe Daniels and Ricardo Cortez featured was shown for the first time in... yesterday at the..... Theatre.

The story, an original for the screen, is the newest love-drama, the master of romance the screen has ever seen.

"Argentine Love" is not an exception. Colorful hardly describes it.

And this one written especially for the screen!

The plot carries audiences from the Argentine to the United States and then back to South America again, a series of actionful scenes.

Bebe's role is that of a Spanish girl loved by two men, one a wealthy Argentine land-owner, the other an American engineer. Her folks, of course, are after her to marry the Spaniard while Consuelo (Miss Daniels) has her heart set on the young American—and she lands him!

There's a fight, of course, a killing, justice and—a happy ending—for everyone, that is, save Cortez playing Juan Martin. He gets his all villains should, and usually do in pictures, anyway.

You'll enjoy "Argentine Love" if you've never enjoyed a picture before in your life.

## "Argentine Love" Due

The new Allan Dwan production for Paramount, "Argentine Love," an original story by Vicente Blasco Ibanez featuring Bebe Daniels and Ricardo Cortez, is due at the..... Theatre next..... for a..... days' run.

A tango by Miss Daniels and Cortez is one of the high lights of the film.

James Rennie heads the cast playing in support of the principals.



education, Martin's money for everything she owns. The girl must do her share. But an American engineer whose work brought him to South America one boat which carried her home.

Here's the situation—both love with the same girl, who happened to have her. What the situation!

How Dwan does handle it! There is drama in "Argentine Love," heart-interest, big and what-not. For real, genuine entertainment qualities it has backed Ibanez has ever done before off the boards.

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Colorful "Argentine Love" is not an exception, especially for the States and Argentina again in the United States. A Spanish girl, a wealthy Argentine land-owner, a young Spaniard while Consuelo (Miss Daniels) has her heart set on the young American—and she lands him!

There's a fight, of course, and a happy ending, and justice—and a happy ending, that is usually done in "Argentine Love" as in pictures, anyway. You'll enjoy "Argentine Love" as in your life.

"Argentine Love" Due

The new Allan Dwan production "Argentine Love," an original story by Vicente Blasco Ibanez featuring Bebe Daniels and Ricardo Cortez, is due at the Theatre next. Bebe Daniels and Ricardo Cortez are the stars of the picture. A tango by Miss Daniels is one of the highlights of the film. James Rennie heads the cast of principals.

known Latin players as Bebe Daniels and Ricardo Cortez, the musicians who played on the set to help establish the proper tempo of the actors, were Spanish, and their instruments and music conformed to the general atmosphere of dreamy, leisurely life in the Argentine.

James Rennie Has Fine Supporting Role in Paramount's "Argentine Love"

James Rennie, last seen in a Paramount picture with Dorothy Dalton in "A Moral Sinner," appears at the head of a strong supporting cast in the Allan Dwan production, "Argentine Love," opening at the Theatre next.

Bebe Daniels and Ricardo Cortez are featured in the production which is a story written especially for the screen by Vicente Blasco Ibanez.

Mr. Rennie, who is considered one of the most popular young leading men, has achieved prominence both in motion pictures and on the legitimate stage. He appeared on Broadway recently, in the success, "The Best People." Among his earlier plays were "Shore Leave" with Frances Starr, and "Moonlight and Honeysuckle."

"Argentine Love" is Mr. Rennie's third Paramount picture. In "His Children's Children" he played opposite Bebe Daniels. Other pictures in which Rennie had leading roles were "Star Dust," "Mighty Lak a Rose" and "The Dust Flower."

Aurelio Coccia, Mario Majeroni, Russ Whital, Alice Chapin, Julia Hurley and others appear in the cast of "Argentine Love."

Grape Fiesta Big Scene in Allan Dwan Production of "Argentine Love," with Bebe Daniels and Cortez

The magic of motion pictures was never more clearly illustrated than in the grape fiesta scene in "Argentine Love," Allan Dwan's latest Paramount picture in which Bebe Daniels and Ricardo Cortez are the featured players.

Almost over night the market square of Alcorta, a small village in the grape region of the Argentine, sprung up on the rear lot of the big Paramount studio in Long Island. In the center of the plaza a dance floor was built for the dancers to celebrate the grape harvest. Torches, bonfires and fantastic Spanish lights illuminate the scene and an orchestra of native Argentine pieces produced music.

In the center of the celebration is a huge wine vat in which barefooted dancers crush the juice from the finest grapes of the season. At one side of the general dance floor there is a bar at which the native wine is served free to the revelers. Everywhere is a riot of color and a spirit of joyousness.

Five hundred men and women dance and make merry in this scene. So faithfully is the atmosphere of the Argentine reproduced that it is said one feels transported to South America upon viewing this gala event on the screen.

The interest in this scene is heightened by Miss Daniels and Mr. Cortez, who dance the famous Argentine tango in the midst of scores of other dancers.

"Argentine Love," written directly for the screen by Vicente Blasco Ibanez and adapted by John Russell, is due at the Theatre on. James Rennie, Aurelio Coccia and others appear in support.

Ricardo Cortez, Featured with Bebe Daniels in "Argentine Love," Most Popular Screen Leading Man

Those who have seen "Argentine Love," Allan Dwan's latest Paramount picture, predict freely that Ricardo Cortez will jump into highest favor with the public by his work in this picture. As Juan Martin, the dominant figure of the little village of Alcorta, where Vicente Blasco Ibanez laid his story, Cortez does some of the best work of his screen career. He is the village with an iron hand and is feared and worshipped by the beautiful Consuelo. He leads her to her Spaniard.

the first real opportunity to show the extent of his screen career. The picture, with James Rennie and an all-star cast playing in support, will be shown next at the Theatre.

**PARAMOUNT EXPLOITEERS**

HERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiteer:

CALLAHAN, JOHN	134 Meadow St.	New Haven, Conn.
DANZIGER, WM.	119 Seventh St.	Milwaukee, Wis.
DUNHAM, CURTIS	302 Jefferson St.	Dallas, Tex.
EAGLES, HARRY C.	2017 Third Ave.	(and San Antonio, Tex.)
ESHENFELDER, GEO.	110 North Lee St.	Seattle, Wash.
GAMBRILL, GEO.	3721 Washington Blvd.	(and Portland, Ore.)
GAVIN, THOMAS	110 West 18th St.	Jacksonville, Fla.
GEYER, ERNEST	51 1/2 Luckie St.	(and Charlotte, N. C.)
HELLMAN, JACK	1610 Davenport St.	St. Louis, Mo.
KANTNER, OSCAR	201 Golden Gate Ave.	Kansas City, Mo.
MC CONVILLE, JOHN	8 Shawmut St.	Atlanta, Ga.
MENDELSSOHN, WM.	1563 East 21st St.	Omaha, Nebraska.
MOON, RUSSELL B.	1327 S. Wabash Ave.	(and Des Moines, Iowa)
RENAUD, KENNETH	2949 Cass Ave.	San Francisco, Cal.
RICKETSON, RICK	1625 Court Place	Boston, Mass.
RIDGE, MAURICE	Pioneer & Broadway	(and Portland, Me.)
ROBSON, WM.	1018 Forbes St.	Cleveland, O.
SHEILD, CORBIN	331 West 44th St.	Chicago, Ill.
SWIFT, HARRY	924 S. Olive St.	Detroit, Mich.
TAYLOR, WM. A.	514 W. Grand Ave.	Denver, Colo.
THOMAJAN, P. A.	113 S. Monroe St.	(and Salt Lake City, Utah)
WALL, EDWARD J.	1101 N. Capitol Ave.	Cincinnati, O.
WAGNER, CHAS. E.	251 S. 5th St.	Pittsburgh, Pa.
WATERSTREET, IRVIN A.	38 So. Capitol Ave.	New York, N. Y.
WHELAN, LESLIE F.	1219 Vine St.	(and Albany, N. Y.)
WIEST, JAMES M.	1100 First Ave. N.	Los Angeles, Cal.
		Oklahoma City, Okla.
		Peoria, Ill.
		Washington, D. C.
		Columbus, Ohio.
		Indianapolis, Ind.
		(and Louisville, Ky.)
		Philadelphia, Pa.
		Minneapolis, Minn.
		(and Sioux Falls, S. D.)

one, played by Cortez, a wealthy young South American who has helped her parents financially and asked her hand in return for the favor; the other a handsome American engineer Bebe, as Consuelo Garcia, meets while at school in the States. James Rennie has this role.

Cortez within the past few months has risen to an enviable position among the screen's younger leading men. His role in "Argentine Love" is one of his own nationality. Rennie, recently seen in the Broadway stage hit, "The Best People," looks every inch the character he portrays. Miss Daniels and Cortez are featured in "Argentine Love," which will be shown next at the Theatre. Rennie heads the strong cast playing in support.

Others in prominent roles include Mario Majeroni, last seen with Gloria Swanson in "Her Love Story," Aurelio Coccia, who danced the apache dance with Miss Swanson in "The Humming Bird," Russ Whital, Alice Chapin, Julia Hurley and Mark Gonzales.

The picture was adapted for the screen by John Russell. Gerald Duffy wrote the scenario.

Directors Use Various Ways of Starting Scenes

Starting a motion picture scene on its way to celluloid form is done in various ways by directors. At the Famous Players eastern studio recently, seven directors were making Paramount pictures, and each one of them started his scenes in a different manner.

Allan Dwan, producer of "Argentine Love," coming to the Theatre next, with Bebe Daniels and Ricardo Cortez featured, snaps out the terse word, "camera," when he is ready for a scene to begin, while Dimitri Buchowetzki, who held the megaphone over the production of "The Swan" shouts: "Gif me music—camera!"

Sidney Olcott, working on a picture version of "Salome of the Teneaments," exhorts his players with: "Give me some action now" and then he merely touches the cameraman on the shoulder when he wants him to start the camera on the scene. "All ready?" quietly asks Paul Sloane, who was directing Richard Dix in "A Man Must Live" and when the players are ready he almost whispers the word "camera" for the start of the scene.

Joseph Henabery, who held the directorial reins for "Tongues of Flame," starring Thomas Meighan, simply says: "All right, camera" when he wants the action to begin. In directing "Dangerous Money," Bebe Daniels' first starring picture, Frank Tuttle started each scene with this line "Stand by, action, camera!" R. H. Burnside invariably used, "All ready, let's go" to start a scene for "Manhattan," Richard Dix's first starring picture.

Everyone has his own way about things in the movies as elsewhere.

"Argentine Love" Closes a Record Run at Rialto Today

"Argentine Love," the Paramount picturization of the story by Vicente Blasco Ibanez which opened at the Theatre on. last, will close a record breaking run there today. The picture, which has been playing to capacity audiences for the past. . . . days, features Bebe Daniels and Ricardo Cortez. James Rennie, Aurelio Coccia, Alice Chapin and other well known players appear in support.

The story, a delightful romance laid in the little old-world town of Alcorta in the Argentine, was adapted for the screen by John Russell. Allan Dwan, director of "Robin Hood" and many of the Gloria Swanson-Paramount successes, produced the picture.

Original Ibanez Screen Story

The Paramount picture, "Argentine Love," coming to the Theatre next. . . . , to remain. . . . days, was written especially for the screen by Vicente Blasco Ibanez, Spain's master of romance. It's an Allan Dwan production, featuring Bebe Daniels and Ricardo Cortez.

James Rennie and a cast of well known players appear in support of the principals.





# Allan Dwan's "Argentine Love", with Bebe Daniels and Ricardo Cortez PARAMOUNT PAPER THAT

"If It's Worth Running, It's Worth

It's Colored

## INSERT CARDS

Insert cards are the handy member of the poster family—you can find a dozen different uses for them. And they're cheap.



SET OF EIGHT COLORED LOBBY CARDS

## Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

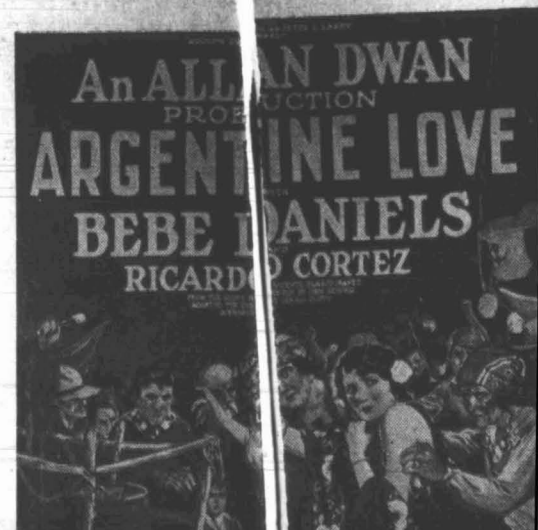
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For Outdoor Advertising		MATS, ADVERTISING, PRODUCTION, ETC.	
POSTERS (as illustrated on this page)			
One Sheet (1A and 1B)	\$.15	One Column	.05
Three Sheet (3A and 3B)	.45	Two Column	.10
Six Sheet (6A)	.75	Supplementary (Two Column) (Adv. Only)	.10
Twenty-four Sheet (24A)	2.40	Three Column (Adv. Only)	.15
PHOTOS FOR YOUR LOBBY		Four Column (Adv. Only)	.25
22 x 28 (Colored)	.40	FOR GENERAL EXPLOITATION	
11 x 14 Set of Eight (Colored)	.60	GILT-EDGED FRAMES, (Size 17 x 43 in.)	1.50
STAR CUTS OF DANIELS		Insert Cards (14 x 36 in. to fit above)	.25
One Column	.25	22 x 28 Gilt Frames	1.50
Two Column	.40	Heralds, per thousand	3.00
Three Column	.90	Window Card	.07
Circle Thumbnail (Coarse or Fine)	.15	Announcement Slide	.15
For Newspaper Ads		Publicity Photos, Each	.10
ADVERTISING CUTS		Trailers—National Screen Service	
One Column	.35	126 W. 46th St., New York City	
Two Column	.65	845 So. Wabash Ave., Chicago, Ill.	
Supplementary (Two Column)	.25	917 So. Olive Street, Los Angeles, Cal.	
		284 Turk St., San Francisco	

Press Books and Music Cues are gratis.



Ask your local Ad Sales Manager about the new special proposition on 22 x 28 lobby cards and frames!





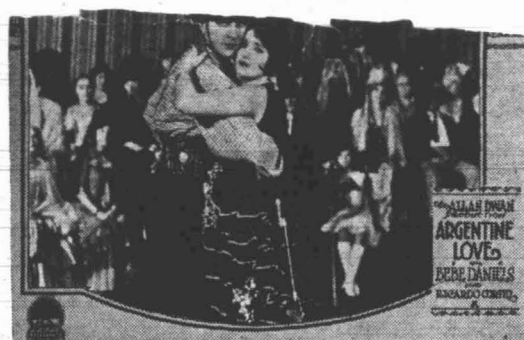
# Love", with Bebe Daniels and Ricardo Cortez PER THAT PACKS THE PUNCH

g, It's Worth Advertising"



## It's Colored INSERT CARD

are the handy men  
Insert card in your poster family—you'll  
of the dozen different uses  
find a And they're cheap!  
for them



CLASSY LOBBY DISPLAY—EACH 11" x 14"

## WINDOW CARD

On the right is a reproduction of  
the window card on "Argentine  
Love."

The original is a beauty—strikingly  
colored and a positive eye-  
catcher.

At 7c apiece, you'll surely want  
a lot of them to distribute in your  
local stores.

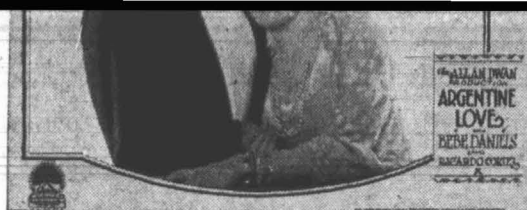
Your exchange has samples.



Put the picture over the top by  
putting posters over the town.  
Here are real business-getters!







## SET OF EIGHT COLORED LOBBY CARDS

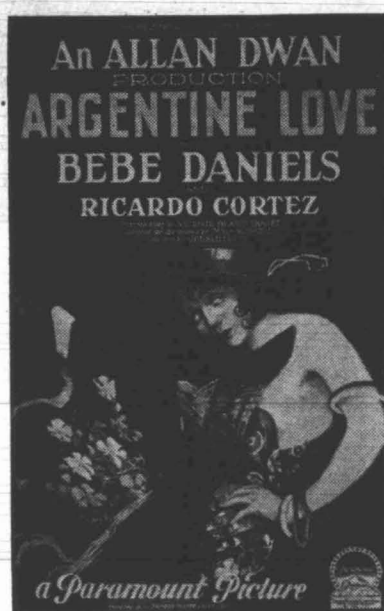
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Two Column	.40	Announcement Slide	.15
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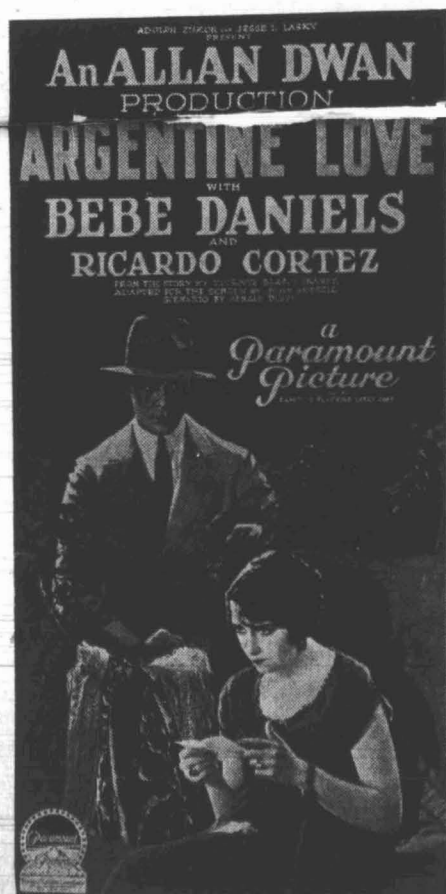
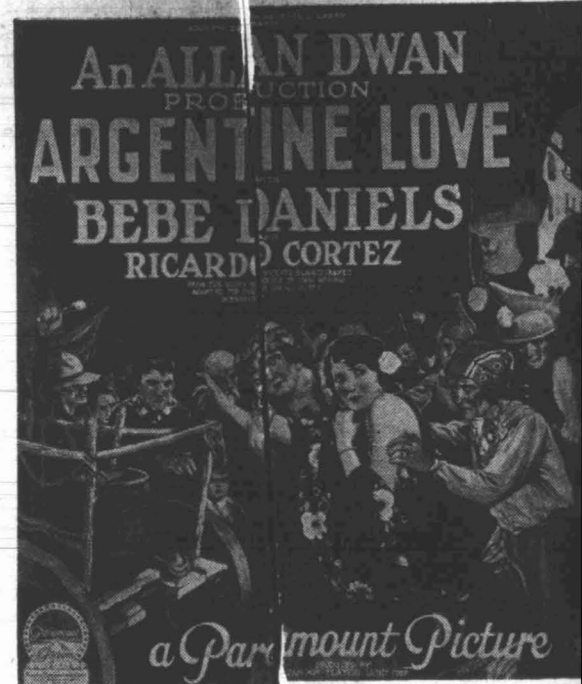


One Sheet Poster 1A

Ask your local Ad Sales Manager  
about the new special proposition  
on 22 x 28 lobby cards and frames!



Colored Lobby Card

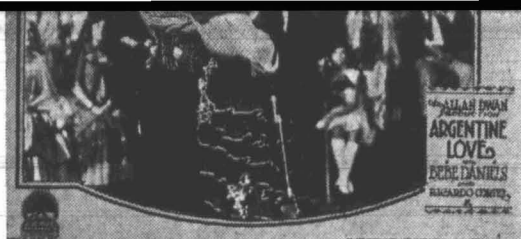


Three Sheet Poster 3A



Twenty-four Sheet Poster 24A





CLASSY LOBBY DISPLAY—EACH 11" x 14"

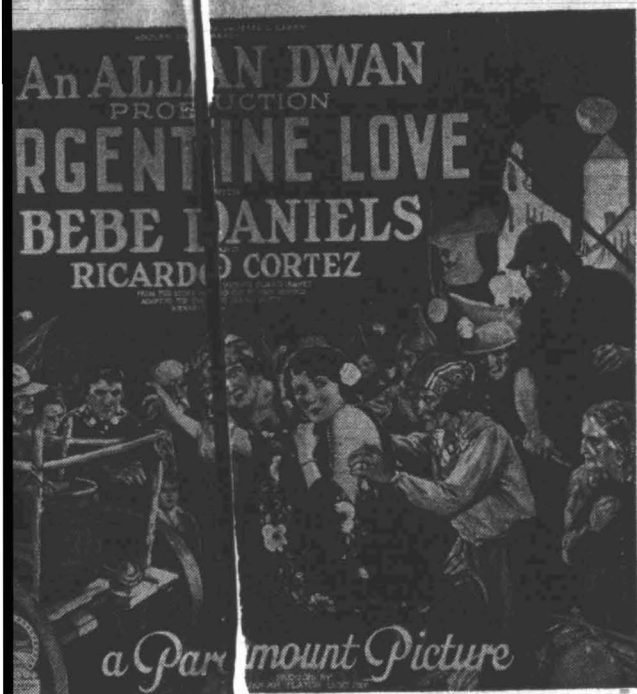
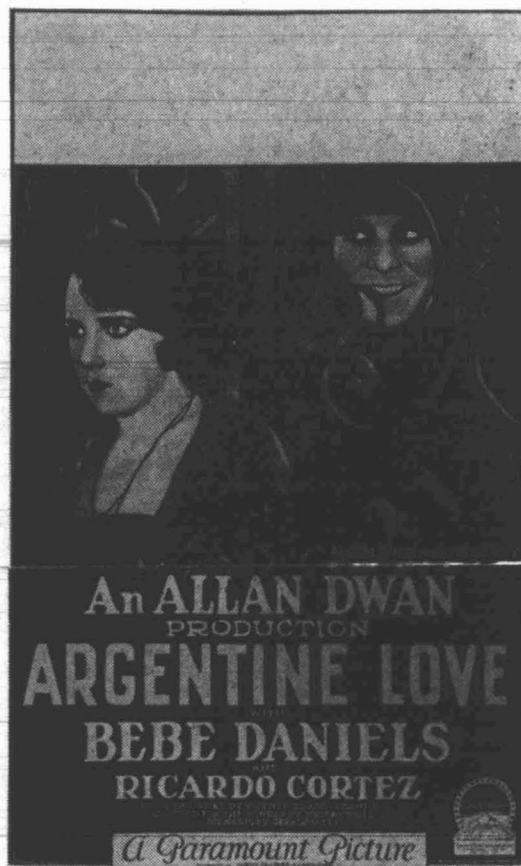
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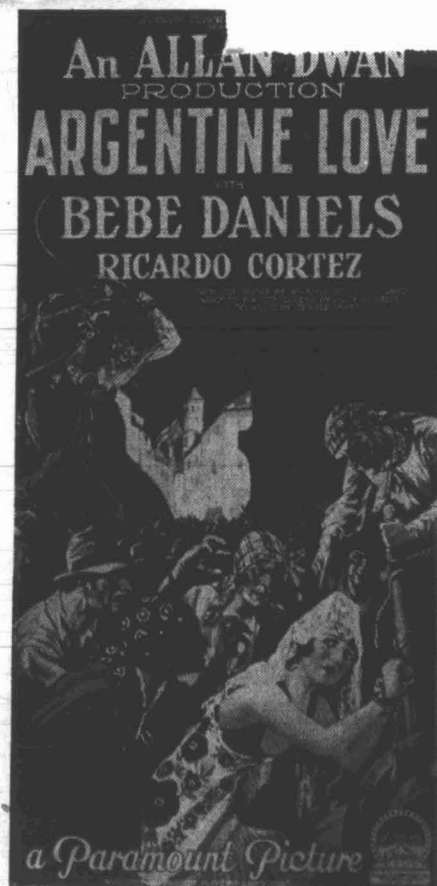
Announcement Slide



One Sheet Poster 1B



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B



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